



The following appendix displays the topline report, which includes the percentage of 423 respondents who reported the items in the answer options to each of the questions in the survey (unless a skip pattern is indicated). For example, if 50 percent is next to the "Yes" response option for a question, then 211 of the 423 respondents indicated a "Yes" answer to that question.

2006 MOUNTAIN VIEW RESIDENT SURVEY
Toplines Report
April, 2006
(n = 423)

CONVENTIONAL ROUNDING RULES (.5 OR ABOVE IS ROUNDED UP TO THE NEXT WHOLE NUMBER, AND .4 OR BELOW IS ROUNDED DOWN TO THE PREVIOUS NUMBER) APPLY TO THE PERCENTAGES ON THE FOLLOWING PAGES. AS A RESULT, THE PERCENTAGES BELOW MAY NOT ADD UP TO 100 PERCENT.

i. Do you live in the City of Mountain View?

Yes	100%
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1. How many years have you lived in the City of Mountain View?

1 year or less	22%
2 to 3 years	16%
4 to 5 years	13%
6 to 9 years	10%
10 to 15 years	10%
16 to 20 years	8%
21 to 25 years	5%
26 years or more	16%
No answer/Refused	0%

2. Generally speaking, are you satisfied or dissatisfied with the quality of life in Mountain View?

Very satisfied	67%
Somewhat satisfied	29%
Somewhat dissatisfied	1%
Very dissatisfied	2%
Don't Know/No answer	0%

ISSUES OF IMPORTANCE

3. In your opinion, what are the top issues facing the City of Mountain View? Please name up to two issues.

	2006	1995
Increasing the availability of affordable housing	27%	9%
Improving local schools	17%	13%
Reducing traffic on local streets	11%	5%
Reducing crime	10%	22%
Building new recreation and park facilities	4%	2%
Improving the downtown area	4%	-
Over-construction and over-development	3%	-
Poverty and unemployment	3%	-
Better management of tax revenue and city budget	2%	-
Improving public transportation in the area	2%	7%
Maintaining a clean environment and beautification of the City	2%	-
Energy crisis	1%	-
Illegal immigration	1%	-
Maintaining local streets	1%	2%
Overpopulation	1%	-
The City needs more stores	1%	-
Other e.g. Teenage issues, Daycare Centers, Immigrant Rights, Health-care Services etc.	14%	2%
Don't know/No answer	25%	5%

4. Please tell me whether you think that each of the following current and potential city services is important to you as a resident of Mountain View.

		Very Important	Somewhat Important	Not Important	DK/NA
A	Increasing recreation program offerings	33%	43%	21%	3%
B	Acquiring or building additional neighborhood parks	33%	47%	20%	0%
C	Conducting transactions with the City via the Internet, such as paying for a recreation program or utility bill	30%	43%	25%	2%
D	Having weekly, as opposed to biweekly, recycling services	37%	32%	30%	2%
E	Having City facilities use more environmentally friendly technologies, like solar power, hybrid cars, recycled building materials and office supplies	57%	32%	11%	0%
F	Enforcing codes and guidelines for quality and safe developments in Mountain View	53%	38%	6%	2%
G	Maintaining a strong local economy	73%	24%	2%	1%
H	Maintaining a strong financial base to fund City programs and services	69%	26%	5%	1%
I	Preserving character of existing neighborhoods	49%	37%	12%	2%
J	Providing affordable housing	63%	23%	12%	1%
K	Keeping public places in the City safe from crime	88%	11%	2%	0%

SATISFACTION WITH CITY SERVICES

5. Generally speaking, are you satisfied or dissatisfied with the job the City of Mountain View is doing to provide city services?

Very satisfied	49%
Somewhat satisfied	46%
Somewhat dissatisfied	2%
Very dissatisfied	1%
Don't Know/No answer	2%

6. Please tell me whether you are generally satisfied or dissatisfied with the City's performance in each of the following areas:

		Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	DK/NA
A	Recreation programs	35%	45%	3%	1%	16%
B	Park facilities	53%	39%	3%	0%	5%
C	Library services	68%	18%	3%	0%	11%
D	Police services	54%	35%	3%	1%	7%
E	Fire protection and paramedic services	59%	22%	1%	0%	18%
F	Traffic flow measures	24%	50%	16%	3%	6%
G	Enforcing regulation to keep neighborhoods clean, such as trash cleanup and removal of abandoned vehicles	51%	38%	5%	2%	5%
H	Enforcing code and guidelines for quality and safety in city developments	33%	40%	4%	2%	21%
I	Maintaining a strong local economy	37%	50%	5%	0%	8%
J	Maintaining a strong financial base to provide City programs and services to residents	28%	47%	6%	2%	18%
K	Land use regulations	14%	43%	9%	4%	30%
L	Street and sidewalk maintenance efforts	44%	43%	9%	3%	1%
M	Water and sewer services	56%	33%	4%	2%	5%

AFFORDABLE HOUSING

7. In your opinion, do we have enough housing in the City of Mountain View?

Enough	55%
Somewhat more needed	22%
Substantially more needed	13%
Don't Know/No Answer	9%

8. In your opinion, does the City have enough affordable housing?

Enough	24%
Somewhat more needed	34%
Substantially more needed	32%
Don't Know/No Answer	10%

9. Do you support each of the following options to provide affordable housing?

		Definitely Yes	Probably Yes	Probably No	Definitely No	DK/NA
A	Having subsidized housing in my neighborhood	29%	32%	14%	21%	5%
B	Having residents pay a tax into an affordable housing trust fund	18%	23%	19%	33%	7%
C	Having more housing of varying densities near public transit	50%	32%	8%	7%	4%
D	Having more housing of varying densities throughout the City	34%	40%	11%	11%	6%

CASTRO STREET/ DOWNTOWN**10. In the last 12 months, have you visited the Castro Street area?**

Yes	96%
No	4%

11. How often do you visit the Castro Street area?
(n = 405)

Daily	10%
Several times a week	22%
Once a week	29%
Several times a month	20%
Once a month	12%
Once every few months	5%
Once a year or less	1%
Don't Know/No answer	0%

12. For what purpose do you generally visit the Castro Street area?
(n = 405)

Dining	70%
Post Office	69%
Shopping	34%
To go to the bookstore	31%
Recreation	22%
Visiting businesses/ services not run by the City	15%
Visiting the library	13%
Farmer's Market	12%
To take a walk	10%
Attending events at the Center for Performing Arts	5%

Attending art and wine festivals/ street fairs	4%
Bank	3%
To take the train	3%
Visiting City Hall	1%
Bars, Cafes and Ice-cream shops	1%
Other	1%
Don't Know/ No answer	1%

**13. Why have you not visited the Castro Street area?
(n = 18)**

No reason to go	23%
No time	21%
Too sick to go out	13%
Traffic or parking problem	13%
Inconvenient location/ too far from my residence or work	7%
Better activities/ events at other Mountain View locations	5%
Better shopping at other Mountain View locations	5%
Other	8%
Don't Know/No answer	11%

CUESTA PARK ANNEX

14. In the last 12 months, have you visited the Cuesta Park Annex site?

Yes	29%
No	68%
Don't Know/ No Answer	3%

15. What activities do you engage in when you are at the site?
(n = 122)

Walk/hike	57%
Play	19%
Walk my dog	17%
Run	17%
Nature observation	9%
Picnic	8%
Relax	3%
Ride a bike	3%
Take children to the playground	3%
Painting	1%
Other	5%
Don't Know/No answer	2%

16. How often do you visit the site?
(n = 122)

Daily	5%
Several times a week	14%
Once a week	12%
Several times a month	23%
Once a month	18%
Once every few months	16%
Once a year or less	10%
Don't Know/No answer	2%

17. Why have you not visited the Cuesta Park Annex site?
(n = 302)

Unaware of its existence/ location	36%
No time	17%
Inconvenient location/ too far from my residence or work	14%
Not interested in outdoor recreation/activities	12%
Visited other parks/outdoor spaces	7%
Don't like the place or nothing to do there	4%
No reason to go there	2%
Too ill to go there	1%
Other	3%
Don't Know/No answer	10%

18. Is each of the following an excellent, good, fair or poor use of the Cuesta Park Annex site?

		Excellent	Good	Fair	Poor	DK/NA
A	Dog park	14%	26%	25%	30%	5%
B	Athletic playing fields, for sports like soccer and softball	20%	44%	19%	15%	2%
C	Community garden	21%	42%	19%	14%	3%
D	Leaving site in its current undeveloped state	14%	16%	21%	40%	8%
E	Nature trail	31%	40%	11%	15%	3%
F	Community building for recreation programs and rentals	13%	36%	23%	24%	3%
G	Heritage orchard	14%	37%	24%	15%	10%
H	Extension of Cuesta Park	21%	42%	18%	11%	9%
I	Historic museum	13%	27%	21%	36%	3%

TRAFFIC CONDITIONS AND PEDESTRIAN SAFETY

19. In your opinion, what are the top traffic issues in Mountain View? Please name up to two.

Congestion	47%
Unsafe pedestrian crossings	13%
Dangerous/unsafe driving	10%
Traffic light problems	10%
Red light violation	6%
Speeding	9%
Parking problems	5%
Poor road conditions	5%
Improvement of alternative ways	3%
Trains interrupting the traffic	3%
Cutting through neighborhood streets	2%
Regulation and traffic enforcement	1%
Lack of safety	1%
Other	1%
Don't Know/No answer	19%

20. Do you think that each of the following is an effective way to reduce speeding and cutting through neighborhood streets?

		Very Effective	Somewhat Effective	Not Effective	DK/NA
A	Speed humps	39%	34%	25%	2%
B	Traffic circles	28%	31%	33%	8%
C	Narrow median islands	21%	39%	33%	7%
D	Crosswalk flashers	39%	43%	14%	4%

21. How safe is it to bike around Mountain View. Please use a scale of 1 to 4, where 1 is "not safe at all" to 4 is "very safe."

Not safe at all 1	2	3	Very Safe 4	Don't Know/ No answer
3%	21%	46%	22%	9%

22. In your opinion, is it generally safe to walk across major intersections in Mountain View?

Yes	81%
No	18%
Don't Know/No Answer	2%

23. At what major intersection in Mountain View do you have safety concerns with crossing the street?

(n = 75)

El Camino Real and Americana/Sylvan	32%
El Camino Real and Grant	25%
El Camino Real and Shoreline	19%
Central Expressway and Castro/Moffett	13%
Central Expressway and Rengstorff	10%
Middlefield and Rengstorff	9%
San Antonio and California	8%
Showers and Latham	8%
El Camino Real and San Antonio	6%
El Camino Real and Castro Street	4%
Shoreline and other	4%
Castro Street and other (Downtown area)	3%
Middlefield	2%
Highway 85 and other	2%
Rengstorff and other	1%
Other	5%
Don't Know/No answer	10%

PUBLIC TRANSPORTATION

24. In the last 12 months, have you used public transportation?

Yes	49%
No	51%

25. Which of the following public transportation do you use?
(n = 206)

Caltrain	67%
VTA bus	48%
VTA light rail	33%
Don't Know/No answer	1%

26a. How often do you use Caltrain?
(n = 98)

Daily	6%
Several times a week	4%
Once a week	4%
Several times a month	11%
Once a month	24%
Once every few months	35%
Once a year or less	16%

26b. How often do you use VTA bus?
(n = 71)

Daily	8%
Several times a week	14%
Once a week	8%
Several times a month	13%
Once a month	12%
Once every few months	28%
Once a year or less	17%
Don't Know/No answer	1%

**26c. How often do you use VTA lightrail?
(n = 36)**

Daily	5%
Several times a week	12%
Once a week	3%
Several times a month	12%
Once a month	15%
Once every few months	34%
Once a year or less	17%
Don't Know/No answer	2%

PUBLIC SAFETY AND POLICE SERVICES

27. In your opinion how safe is it to walk around Mountain View?

		Not Safe 1	2	3	Very Safe 4	DK/NA
A	During the day	1%	2%	22%	74%	1%
B	At night	6%	23%	42%	25%	4%

28. Following is a list of priorities for the Mountain View Police. Please tell me whether it is important to you.

		Very Important	Somewhat Important	Not Important	DK/NA
A	Improved response time	55%	28%	9%	8%
B	Gang prevention and intervention	76%	19%	4%	2%
C	Traffic safety enforcement	51%	40%	7%	1%
D	Narcotics enforcement	61%	26%	10%	4%
E	Crime-prevention community outreach	62%	31%	4%	3%
F	Officers on school campuses	31%	41%	21%	6%
G	Investigating high-tech crime and identity theft	63%	26%	9%	2%

RECREATION

29. Do you use the Stevens Creek Trail for:

		Yes	No	DK/NA
A	Recreation	48%	51%	2%
B	Commuting	8%	90%	2%

30. How often do you use the Stevens Creek Trail?
(n = 207)

Daily	3%
Several times a week	15%
Once a week	11%
Several times a month	21%
Once a month	22%
Once every few months	20%
Once a year or less	6%
Don't Know/No answer	2%

31. In the past 12 months, have you or any member of your household participated in the City Recreation Program?

Yes	16%
No	84%
Don't Know/No Answer	1%

32. Why have you not participated in the program?
(n = 354)

Inconvenient times	20%
Lack of activities/programs of interest to me	20%
Not aware of program offerings	21%
No time or too busy	14%
Too expensive	4%
Too old or ill to attend the programs	4%
Attend other programs or facilities	3%
Use private club's programs	2%
Do my own exercise	2%
Just moved to Mountain View	2%
Inadequate facilities	1%
Need childcare to participate	1%
No need to attend	1%
Other	2%
Don't Know/No answer	11%

33. If the City were to expand its recreation programming, what purpose should the new offerings serve?

Youth programs/services	28%
Improving general health/wellness	10%
Offering quality time for families	9%
Learning/developing a new skill	7%
Supporting senior wellness	7%
Offering social opportunities for friends/ peers	6%
More variety of programs	5%
Offering more opportunities for sports	4%

More convenience (cost, hours etc.)	3%
Expansion of parks and open/ green areas	2%
Programs and services for adults	2%
Promoting stewardship/volunteerism	2%
Fun/ Entertainment/Community Spirit	1%
Other	2%
Don't Know/No answer	37%

EMERGENCY RESPONSE

34. How can the City of Mountain View provide you with information to help you prepare for an emergency?

Mailing information pamphlets	45%
Posting information on City website	17%
Community education/information sessions	15%
Including information in The View	11%
Special program on City Channel 26 or KMVT 15	7%
Automatic calls/reminders/provide a number to call	4%
Emails	2%
Phonebooks	1%
Radio and Public Announcements	1%
Other	4%
Don't Know/No answer	16%

WILLINGNESS TO PAY FOR SERVICES

35. If you heard that the service fee for having a weekly recycling service, was each of the following, would you be willing to pay for this service?

		Definitely Yes	Probably Yes	Probably No	Definitely No	DK/NA
A	\$5 dollars per month	24%	20%	17%	34%	5%
B	\$3 dollars per month	36%	18%	17%	25%	4%
C	\$1 dollar per month	54%	15%	8%	19%	4%

36. If you heard that the local sales tax would be increased by a half cent for each of the following reasons, would you support this public transportation improvement?

		Definitely Yes	Probably Yes	Probably No	Definitely No	DK/NA
A	Extend BART to San Jose	48%	15%	10%	24%	4%
B	Improve Caltrain service	40%	25%	14%	18%	3%

DEMOGRAPHIC INFORMATION

A. Do you own or rent your place of residence?

Own	45%
Rent	53%
Other	2%

B. Which of the following best describes your working status?

Full-time	51%
Part-time	10%
Self-employed	10%
Unemployed	5%
Homemaker	7%
Retired	10%
Student	7%
Refused/prefer not to say	1%

C. What is your age?

17 to 24 years	10%
25 to 29 years	15%
30 to 34 years	16%
35 to 39 years	11%
40 a 44 years	11%
45 to 49 years	6%
50 to 54 years	9%
55 to 59 years	6%
60 to 64 years	3%
65 to 69 years	3%
70 to 74 years	1%
75 a 79 years	2%
80 a 84 years	1%
85 to 89 years	1%
90 years and up	0%
Refused	4%
Don't Know/No answer	0%

D. How many children under the age of 17 are living at your home?

One	16%
Two	8%
Three	4%
Four or more	1%
None	69%
Don't Know/No answer	1%

E. I am going to read some income categories. Please stop me when I reach the category that best describes your total household income before taxes in 2005.

Under \$20,000	9%
\$20,000 to less than \$40,000	14%
\$40,000 to less than \$60,000	11%
\$60,000 to less than \$80,000	10%
\$80,000 to less than \$100,000	12%
\$100,000 to less than \$120,000	9%
\$120,000 or more	19%
DK/NA	3%
Refused/Prefer not to say	14%

F. What is the last grade or level you completed in school?

Elementary (8 or fewer years)	4%
Some high school (9 to 11 years)	2%
High school graduate (12 years)	12%
Technical/vocational school	1%
Some college	14%
College graduate	29%
Some graduate school	3%
Graduate, professional, doctorate degree	35%
Don't Know/No answer	2%

G. What ethnic group do you consider yourself a part of or identify with?

African-American/Black	2%
Asian- American	17%
Caucasian/White	51%
Filipino	3%
Latino(a)/Hispanic	16%
Pacific Islander	1%
Other	6%
Don't Know/No answer	4%

H. Gender

Male	52%
Female	48%